

Cast Your Vision - A Required Skill for Leadership

By: Peggy L. McNamara

The person who acts as CEO, of any organization, must remember to consistently cast the vision for the people that they lead. It is a task that can sometimes get lost in the shuffle, due to all of the urgent demands and yet, it is probably one of the most important activities of a leader.

Here's why:

- It will keep your people motivated and inspired. When people know why they are doing something, they will typically have more energy to give to it.
- It will keep you motivated and inspired. Just because you are a leader, doesn't mean that you don't have self-doubts or wonderment as to the track you are on. Casting the vision assists in helping you stay strong so those around you can follow.
- Conflict can be prevented. Not all conflict, of course, can be prevented but a good portion of it can. Conflict is typically created due to misunderstandings or miscommunication within the team. When someone new comes in and gets empowered by the leader to act on a task, it is important that the new role gets shared with the entire group; otherwise, innocent misunderstandings can arise. Share how this new individual assists with the vision and overall goals. Help people understand their role in the vision and regardless of their part in it, it is an important one.
- It can foster a hotbed of ideas. Creativity is crucial in a growing organization. Allowing people to share their ideas and innovations is part of helping them to grow. The more people you have growing and leading and utilizing their talents and gifts, the easier your job becomes.
- New blood will show up and assist. In other words, you never know who will be attracted to be a part of your team and it is certainly more beneficial to have someone come to you and ask to be a part of your team versus you dredging up anyone who will agree to the task. Recruitment is important. Recruitment of good people is critical.
- Retention. People will stick around if there is enthusiasm and excitement for the path you are on.

One thing that could prevent this, besides busyness, is not having clarity on what the actual vision is. If that is the case, then the suggestion would be to get going. Nothing causes more frustration, within a team, than a lack of leadership guidance/vision. Do your part to help the cause, act as true leaders do and "cast the vision."

Peggy L. McNamara works with organizations that want to increase overall effectiveness and Generation X Women who want to develop to their fullest potential. Contact her today at www.peggymcnamara.com <<http://www.peggymcnamara.com>> or 888-269-7771